



Job Title:	Business Development Manager
Job Description Number:	4504
Department/Division:	Economic Development/Administration
Exemption Status:	Exempt
Pay Grade:	113
Immediate Supervisor:	Director of Economic & Community Development
Normal Work Schedule:	Mon-Fri, 8 hours/day

Brief Description of the Job:

Manage a business development program for the City’s Economic Development Department which includes city wide business retention, recruitment and entrepreneurial development designed to help grow the City of Greenville’s economy. Develop effective strategies that provide measureable results. Maintain key relationships and work in collaboration with a variety of private, public and nonprofit economic development partners in support of the city’s economic development strategies. Coordinate and make presentations to prospective investors, businesses, developers, and site consultants. Coordinate the development of strategic marketing programs and projects. Provide recommendations for appropriate city participation in support of business development. Plan and lead marketing trips in conjunction with other economic development partners. Research and write, where applicable, grants to support business retention, attraction and expansion. Staff various committees and boards when appropriate and necessary to further the city’s economic development strategies.

Essential Functions:

Business Retention, Attraction, Expansion, Strategies (60%): Coordinate site visits with Site Selection firms, companies and centers of influence. Work with existing companies to identify opportunities to maintain a competitive business environment. Research industry trends. Maintain current market research to be used in presentations and marketing packages. Attend workshops and conferences in Greenville cluster market areas. Research and write, where applicable, grants to support business retention, attraction and expansion. Research, when appropriate, company technologies to ensure economic sustainability and visibility. Work with existing companies to identify supply chain and supporting businesses to recruit to Greenville. Develop a network to connect workforce development programs with new and expanding businesses. Work with existing companies to identify and address issues and concerns that promote retention and expansion including items like taxes, business licenses, fees, infrastructure, workforce, and incentives. Develop an inventory of existing incentives for small and emerging businesses. Address issues and concerns with companies considering relocating to Greenville. Evaluate impact of City ordinances and policies on investment decisions within the City and develop recommendations for cost neutral improvements.

Brand and Market (20%): Identify market strengths to publicize. Develop and implement strategies with outside organizations and agencies to jointly brand the community. Coordinate joint marketing efforts with outside agencies, businesses and organizations to reinforce brand and marketing including sharing information, research, data and other materials. Work with outside consultants on marketing support, imaging, and brand messaging. Develop and maintain an inventory of site profiles that can be shared with partners, site consultants and other entities interested in locating in Greenville.

Relationship with Outside Agencies (20%): Maintain regular contact with agencies including email, phone calls, and meetings with a variety of private, public and nonprofit economic development partners to further the City's economic development strategies. Maintain close working relationship with state and local organizations and the real estate, banking and development community. Work jointly with agencies to develop new programs, clusters, and incentives. Work with companies to develop joint programs that will be mutually beneficial.

Other duties and responsibilities as assigned.

Physical Demands

Overall Strength Demands: Light strength demands include exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly AND/OR walking or standing to a significant degree.

Physical Demands: Continuously requires fine dexterity, vision, hearing, and talking. Frequently requires walking, sitting, and handling. Occasionally requires standing, lifting, reaching, climbing, and foot controls. Rarely requires carrying, bending, crouching, and twisting.

Machines, Tools, Equipment, and Work Aids: Telephone, printer, calculator, and automobile.

Computer Equipment and Software: Personal computer, printer, scanner, and digital camera software necessary for economic development.

Working Conditions

Overall Working Conditions: Good: Relatively free from unpleasant environmental conditions or hazards.

Environmental Factors: None.

Health and Safety: None.

Primary Work Location: Office Environment.

Protective Equipment Required: None.

Non-Physical Demands

Frequently requires time pressures, frequent change of tasks, irregular schedule/overtime, performing multiple tasks simultaneously, working closely with others as part of a team, and noisy/distracting environment. Occasionally requires emergency situations and tedious or exacting work.

Job Requirements

Formal Education: Bachelor's degree in management, general business, or related discipline is required. A Master's degree in business administration, planning, public administration or related field is preferred.

Experience: Over six years of progressively responsible experience in professional economic development activities including supervisory experience is required.

Driver's License Required: Class D South Carolina license.

Certifications and Other Requirements: None.

Job Demands

Reading: Advanced Level: Ability to read, analyze, and interpret general business periodicals, professional journals, technical journals and procedures, financial reports, legal documents, and governmental regulations as well as literature, books, reviews, reports, and abstracts

Math: Advanced Level: Ability to apply fundamental concepts of theories; work with advanced mathematical operations methods and functions of real and complex variables.

Writing: Advanced Level: Ability to write policies, contracts, speeches, formal presentations, and/or technical and legal documents and correspondence.

Human Collaboration Skills: Recommendations regarding policy development and implementation are made and/or recommended. Contact may involve support of controversial positions or the negotiation of sensitive issues or important presentations. Evaluates customer satisfaction, develops cooperative associations, and utilizes resources to continuously improve customer satisfaction. Work has a high impact on the organization. External contacts include developers, contractors, potential investors, media, business/civic associations, State and Federal agencies, professional consulting firms, and economic development agencies. Internal contacts include most city departments.

Management and Supervision: Work does not require direct supervision for a regular group of employees; however, will require coordination of the work programs of all economic development team members in order to develop and implement an effective business development program. Will require the occasional supervision of interns, consultants and team leadership.

Technical Skill: Advance Skill: Work requires advanced skills and knowledge in approaches and system, which affect the designs and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively. Advanced application: Work affects accuracy of multiple projects.

Fiscal Responsibility: Position develops the budget for multiple programs and projects. Has responsibility for recommending requests to the Department head. Recommends to department head execution of procurement documents, journal entries, and budget transfers.

Freedom to Act and Impact of Action

Receives Limited Direction: The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Special projects are managed with little oversight and assignments may be reviewed upon completion. Performance

reviewed periodically. Significant impact of action: Considerable benefits or costs in time, money, or public/employee relations.

Disclaimer

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.